

**City of West Hollywood  
Assessment of Program Effectiveness  
NPDES Annual Report  
FY 2011/12  
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**Compliance with permit requirements:**

The City has continued to implement all areas of the permit, targeted pollutants of concern and has taken additional steps to prevent spills and discharges.

The City's pollutants of concern – bacteria from pet waste, cigarettes from restaurants and bars, toxics and metals from parking lots and streets – continue to be addressed by a variety of methods including daily street sweeping, daily hand pick-up of litter, pet waste stations, steam cleaning alleys, mandatory cigarette disposal receptacles at outdoor dining areas and aggressive code enforcement of excess trash and other NPDES related discharges. The City maintains 81 pet waste stations. The sewer inspection and maintenance project, budgeted at \$700,000 per year, is ongoing.

City Council had previously formed an Environmental Task Force for input about water conservation, urban run off and other environmental issues. The group presented its recommendations in 2008/09, which addressed: permeable surfaces, composting, a ban on plastic bags, enforcement of the polystyrene ordinance, waste reduction and urban runoff. These program efforts continue.

The City Council approved the mandatory Green Building Program for all commercial and residential projects greater than three units in 2007. The program requires compliance in areas of irrigation, water use and water efficient landscape. The ordinance also addresses: use of low emitting adhesives, sealants, paints and coatings, use of low emitting materials, composite wood and aqrifiber products, indoor chemical and pollutant source control, recycled content, formaldehyde free insulation, use of composite wood without urea formaldehyde; no-voc paints on exterior applications and other practices.

**Evaluation methods used to determine program effectiveness:**

One of the most important measures is the monitoring reports for pollutants of concern in Ballona Creek. The City receives monthly report for bacteria levels and also participates in monthly meetings to draft the monitoring plans for bacteria, toxics and metals and trash. The reports help determine what additional BMPs should be installed and where.

Locally, a major indicator of the stormwater program effectiveness is the number of citations given by the City's Code Compliance Divisions. This FY 15 citations were issued.

**Summary of program strengths and weaknesses:**

At 1.9 sq miles, the City can be monitored for illegal discharges fairly easily. The Code Compliance division is aggressive about enforcement and other divisions such as street maintenance are well trained to spot problem areas at businesses and construction sites. Constituents are well informed about urban runoff and report problems readily. Neighborhood Watch groups assist in getting the word out about bacteria from pet waste and identify where additional pet waste stations should be installed. Volunteers from these groups as well as Sheriff's volunteers and code compliance officers distribute biodegradable plastic pet waste bags to dogwalkers.

Weaknesses include a steady turnover of restaurant, bar and hotel management/staff, which necessitates continual re-training and monitoring of these businesses. This challenge is not unique to West Hollywood, and can be seen countywide.

**Highlights and Accomplishments:**

1. To address bacteria, more pet waste stations added for a total of 80.
2. Aggressive Code Compliance efforts, with 90 Notices of Violation and/or citations given.
3. Mandatory green building ordinance in place, with toxics reduction and urban runoff measures spelled out.
4. Environmental Task Force continues to advise Council on environmental issues. (Ongoing)
5. Alternatives to styrofoam/polystyrene on City's website.
6. Plastic bag ban sent to Council; ordinance to be crafted. (Pending)

**Water quality improvements or degradation in the watershed:**

No significant improvement or degradation noted.

**Inter-Agency Cooperation:**

The City works closely with many agencies to mitigate urban runoff. One of the most effective partnerships is with Culver City and Beverly Hills. The three cities are copermittees on the Used Oil Recycling Grant and work together as "Westside Cities" to strategically use the funds to protect Ballona Creek.

The City continues to meet every other month with other cities in Ballona Creek to implement the Bacteria TMDL Monitoring Plan as well as the Toxics and Metals Plans and craft the Implementation Plans for these

**pollutants. City staff attends the NPDES educational meetings and Ballona Creek permittee meetings.**

**Future Plans to Improve West Hollywood's Program:**

**The City continues its work on an ordinance to ban plastic bags. The outreach to businesses is being coordinated with the City's Economic Development Division and West Hollywood Chamber of Commerce. Since the ban is closely tied to urban runoff and protection of marine life, the outreach will integrate other aspects of pollution prevention including promotion of alternatives to polystyrene.**

**We expect the upcoming NPDES permit and the City's own General Plan update to further strengthen pollution prevention efforts.**

**Suggestions to improve effectiveness of City's program or the County model programs:**

**Public Outreach materials from LA County, available in Russian, as the City of West Hollywood has a large Russian community who benefits greatly when information is available in a bi-lingual format.**